

ABSTRACT

A method and apparatus for marketing and communicating in the wine/spirits industry. The method of the invention includes the steps of receiving an offer from at least one wine/spirit suppliers to pay for a solicitation to at least one identified consumer of a participating retail wine/spirit establishment for a selected set of products; communicating a set of possible product offerings from the at least one wine/spirit suppliers to at least one of the participating retailers of wine/spirits, where each such set includes a number of products; receiving a communication from at least one such participating retailer agreeing to offer a subset of said set of product offerings at a sale price; analyzing information related to such subset of such set of product offerings with a computer; and, communicating such information related to such sales of such subset of such set of product offerings to an interested party.